

COURSE III - MANAGEMENT OF MSME

Learning Objectives: The course aims to achieve following objectives-

1. The Course is designed to meet the needs of entrepreneurs in the MSME sector.
2. The course is helpful in acquiring knowledge to run their businesses professionally, and profitably.
3. The Course helps to develop, and understand the MSME management.
4. It also exposes the students to concepts and processes of entrepreneurship, starting an enterprise & its professional management.
5. It helps the students in knowing modern concepts, policies, Schemes and understanding of MSME sector management.

Course Content:

<p>Unit-I: Introduction: Introduction for Small and Medium Entrepreneurship (SME): Concept and Definition, Role of Business in the modern Indian Economy SMEs in India, Employment and export opportunities in MSMEs.</p>
<p>Unit 2: Issues and challenges: Issues and challenges of MSMEs, MSME Registration Procedures, Steps involved in setting up MSMEs, Performance ,Role & Importance of MSMEs in India</p>
<p>Unit-3. Setting of SMEs’: Identifying the Business opportunity, Business opportunities in various sectors, formalities for setting up an enterprise - Location of Enterprise – steps in setting up an enterprise – Environmental aspects in setting up, Incentives and subsidies, Rural entrepreneurship – Women entrepreneurship.</p>
<p>Unit – 4 Management of MSME: Management of Product Line; Communication with clients – Credit Monitoring System – Management of NPAs – Restructuring, Revival and Rehabilitation of MSME, Problems of entrepreneurs – sickness in SMI – Reasons and remedies – Evaluating entrepreneurial performance</p>
<p>Unit 5: POLICY INITIATIVES FOR MSMEs ASPIRE- A Scheme for Promotion of Innovation, Rural Industry & Entrepreneurship The MSME Development Act, 2006 The MSME Development Act (Amendment) Bill, 2015 E-Governance Initiatives/ Digital Initiatives</p>
<p>Unit –6: Institutions supporting MSME’s:. Forms of Financial support, Long term and Short-term financial support, Sources of Financial support, Development Financial Institutions</p>
<p>Unit 7 Issues and challenges: Issues and challenges Central level institutions, State level institutions, Other agencies, Commercial Bank -Appraisal of Bank for loans. Institutional aids for entrepreneurship development – Role of DST, SIDCO, NSIC, IRCI, NIDC, SIDBI, SISI, SIPCOT, Entrepreneurial guidance bureaus.</p>

References:

1. Paul Burns and Jim Dew Hunt, Small Business Entrepreneurship, Palgrave Macmillan publishers, 2010.
2. Suman Kalyan Chaudhury, Micro Small and Medium Enterprises in India Hardcover, Raj Publications, 2013.
3. Aneet Monika Agarwal, Small and medium enterprises in transitional economies, challenges and opportunities, DEEP and DEEP Publications.
4. S.S. Khanka, Entrepreneurial Development, S. Chand, 2017
5. Norman H Scarborough, Jeffrey R. Cornwall, Essentials of Entrepreneurship and Small Business Management, Pearson, 2017.